

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application. Where claims have been amended and/or canceled, such amendments and/or cancellations are done without prejudice and/or waiver and/or disclaimer to the claimed and/or disclosed subject matter, and Applicant reserves the right to claim this subject matter and/or other disclosed subject matter in a continuing application or otherwise.

1. (currently amended) A computer implemented method for configuring one or more products over a computer network, the computer implemented method comprising the steps of:

storing product parameter data and a pricing algorithm on a data storage device such that the data storage device is accessible by a product parameter identifying and pricing computer and a user interface device connected to said computer network;

displaying on said user interface device a graphical user interface (GUI) ~~comprising~~ having representations of said product parameter data obtained from said data storage device over said computer network;

creating a request over said computer network for a branded product wherein a user designates features for said branded product by selecting product parameter data displayed by the GUI and submits said features to said product parameter identifying and pricing computer over said computer network;

separating said request for a branded product using said product parameter identifying and pricing computer into at least an item, a process and an artwork;

identifying one or more item parameters, one or more process parameters, and one or more artwork parameters using said product parameter identifying and pricing computer;

applying said pricing algorithm using the product parameter identifying and pricing computer to assign a price to the branded product, wherein the price is dynamically generated using one or more item parameters, one or more process parameters, and one or more artwork parameters identified using said product parameter identifying and pricing computer;

linking said one or more item parameters, said one or more process parameters and said one or more artwork parameters using said product parameter identifying and pricing computer;

dynamically generating a product identifier using the product parameter identifying and pricing computer when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's one or more item parameters, one or more process parameters, one or more artwork parameters and said price; and

branding the product as requested using the product parameter identifying and pricing computer, wherein the product is identified by the product identifier.

2. (currently amended) The method of claim 1 wherein ~~the step of separating the product further comprises the step of~~ supplying an item template.

3. (currently amended) The method of claim 1 wherein ~~the step of separating the product further comprises the step of~~ supplying a process template.

4. (currently amended) The method of claim 2 wherein ~~the step of separating the product further comprising the step of~~ creating an item definition page based on the item template.

5. (currently amended) The method of claim 3 wherein ~~the step of separating the product further comprises the step of~~ creating a process definition page based on the process template.

6. (canceled)

7. (previously presented) The method of claim 1 wherein the one or more item parameters comprise description information.

8. (previously presented) The method of claim 1 wherein the one or more process parameters comprise quantity break pricing information.

9. (canceled)

10. (canceled)

11. (currently amended) A computer implemented system for configuring one or more products over a computer network, the computer implemented system comprising:

a data storage device hosting product parameter data and pricing data addressable on said computer network, and accessible by a remote user on a user interface device ~~comprising~~having a user input means and a display;

a product parameter identifying and pricing computer ~~comprising~~having a branded product creation module operable to generate a graphical user interface (GUI), the branded product creation module comprising:

a GUI generation engine operable to generate a GUI representing product parameter data hosted on said data storage device and display said GUI on said display of said user interface device;

an ordering module operable to create a request over said computer network for a branded product wherein a user designates features for said branded product by selecting product parameter data represented by the GUI and submits said features to said product parameter identifying and pricing computer over said computer network;

a separating module operable to separate said request for the branded product into at least an item, a process and an artwork;

an identifying module operable to identify one or more item parameters, one or more process parameters and one or more artwork parameters;

a linking module operable to link said one or more item parameters, said one or more process parameters and said one or more artwork parameters;

a pricing algorithm used to assign a price to said branded product wherein the price is dynamically generated by said product parameter identifying and pricing computer using one or more item parameters, one or more process parameters, one or more artwork parameters;

a generating module operable to dynamically generate a product identifier when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's one or more item parameters, one or more process parameters, one or more artwork parameters, and price; and

a branding module for branding the product as requested, wherein the product is identified by the product identifier.

12. (previously presented) The system of claim 11 wherein the separating module further comprises an item template supplying module.

13. (previously presented) The system of claim 11 wherein the separating module further comprises a process template supplying module.

14. (previously presented) The system of claim 12 wherein the separating module further comprises an item definition page creation module operable to create an item definition page wherein the item definition page is based on the item template.

15. (previously presented) The system of claim 13 wherein the separating module further comprises a process definition page creation module operable to create a process definition page wherein the process definition page is based on the process template.

16. (canceled)

17. (previously presented) The system of claim 11 wherein the one or more item parameters comprise description information.

18. (previously presented) The system of claim 11 wherein the one or more process parameters comprise quantity break pricing information.

19. (canceled)

20. (canceled)

21. (new) A method, comprising:  
receiving from a communication network a request for a quote for a promotional

product, the request comprising:

- a selected item,
- a process associated with the selected item
- one or more process parameters, and
- a quantity of promotional products; and

generating a price for the promotional product based on the selected item, the process associated with the selected item, the one or more process parameters and the quantity of promotional products.

22. (new) The method according to claim 21, where the price is further based on a setup charge.

23. (new) The method according to claim 22, wherein the setup charge is based on the quantity of promotional products.

24. (new) The method according to claim 22, wherein the process comprises a manufacturing process, a printing process, a screen printing process, a pad printing process, etching, branding, a process for adding a logo, a process for adding artwork, a process for adding a color, a process for deleting a logo, a process for deleting artwork, a process for deleting a color, or combinations thereof.

25. (new) The method according to claim 24, wherein the one or more process parameters comprises a size, a color, an imprint size, an imprint color, artwork, a number of colors, at least one imprint location on the selected item, or combinations thereof.

26. (new) The method according to claim 25, wherein the generated price comprises price breaks based on the quantity of the promotional products.

27. (new) The method according to claim 26, further comprising sending over the communication network the price for the promotional product in response to the quote for the promotional product.

28. (new) The method according to claim 27, further comprising dynamically generating a product identifier when the selected item is sourced, quoted or ordered.

29. (new) The method according to claim 28, further comprising in response to receiving the request, storing the selected item, the process associated with the selected item, and the one or more process parameters in a database defining a unique product.

30. (new) The method according to claim 29, further comprising receiving a second request for a second quote for the unique product.

31. (new) The method according to claim 21, further comprising in response to receiving the request, storing the selected item, the process associated with the selected item, and the one or more process parameters in a database defining a unique product.

32. (new) The method according to claim 31, further comprising receiving a second request for a second quote for the unique product.

33. (new) The method according to claim 21, wherein the one or more process parameters comprises a size, a color, an imprint size, an imprint color, artwork, a number of colors, at least one imprint location on the selected item, or combinations thereof.

34. (new) The method according to claim 33, wherein the generated price comprises price breaks based on the quantity of the promotional products.

35. (new) The method according to claim 34, where the price is further based on a setup charge.

36. (new) The method according to claim 35, wherein the setup charge is based on the quantity of promotional products.

37. (new) The method according to claim 36, further comprising sending over the

communication network the price for the promotional product in response to the quote for the promotional product.

38. (new) The method according to claim 37, further comprising dynamically generating a product identifier when the selected item is sourced, quoted or ordered.

39. (new) The method according to claim 21, further comprising dynamically generating a product identifier when the selected item is sourced, quoted or ordered.

40. (new) A system, comprising:  
a quote-request receiving module capable of receiving from a communication network a request for a quote for a promotional product, the request comprising:  
a selected item,  
a process associated with the selected item  
one or more process parameters, and  
a quantity of promotional products; and  
a price generating module capable of generating a price for the promotional product based on the selected item, the process associated with the selected item, the one or more process parameters and the quantity of promotional products.

41. (new) The system according to claim 40, where the price generated by the price generating module is further based on a setup charge.

42. (new) The system according to claim 41, wherein the setup charge is based on the quantity of promotional products.

43. (new) The system according to claim 41, wherein the process comprises a manufacturing process, a printing process, a screen printing process, a pad printing process, etching, branding, a process for adding a logo, a process for adding artwork, a process for adding a color, a process for deleting a logo, a process for deleting artwork, a process for deleting a color, or combinations thereof.

44. (new) The system according to claim 43, wherein the one or more process parameters comprises a size, a color, an imprint size, an imprint color, artwork, a number of colors, at least one imprint location on the selected item, or combinations thereof.

45. (new) The system according to claim 44, wherein the generated price comprises price breaks based on the quantity of the promotional products.

46. (new) The system according to claim 45, further comprising a price sending module capable of sending over the communication network the price for the promotional product in response to the quote for the promotional product.

47. (new) The system according to claim 46, further comprising a product-identifier generator capable of dynamically generating a product identifier when the selected item is sourced, quoted or ordered.

48. (new) The system according to claim 47, wherein the selected item, the process associated with the selected item, and the one or more process parameters are stored in a database defining a unique product.

49. (new) The system according to claim 48, wherein the quote-request receiving module is capable of receiving a second request for a second quote for the unique product.

50. (new) The system according to claim 40, wherein the selected item, the process associated with the selected item, and the one or more process parameters are stored in a database defining a unique product.

51. (new) The system according to claim 50, wherein the quote-request receiving module is capable of receiving a second request for a second quote for the unique product.

52. (new) The system according to claim 40, wherein the one or more process parameters comprises a size, a color, an imprint size, an imprint color, artwork, a number of



colors, at least one imprint location on the selected item, or combinations thereof.

53. (new) The system according to claim 52, wherein the generated price comprises price breaks based on the quantity of the promotional products.

54. (new) The system according to claim 53, where the price is further based on a setup charge.

55. (new) The system according to claim 54, wherein the setup charge is based on the quantity of promotional products.

56. (new) The system according to claim 55, further comprising a price sending module capable of sending over the communication network the price for the promotional product in response to the quote for the promotional product.

57. (new) The system according to claim 56, further comprising a product-identifier generator capable of dynamically generating a product identifier when the selected item is sourced, quoted or ordered.

58. (new) The system according to claim 40, further comprising a product-identifier generator capable of dynamically generating a product identifier when the selected item is sourced, quoted or ordered.